CLAIMS

1. A method comprising:

receiving a request to display a program guide, wherein the request is received by a client device;

identifying program schedule information;

the client device generating a scrolling program guide; and

communicating the scrolling program guide to a display device.

2. A method as recited in claim 1 further comprising pausing the scrolling of the program guide in response to a user input.

3. A method as recited in claim 1 wherein receiving a request to display a program guide is generated in response to activation of a guide button associated with the client device.

4. A method as recited in claim 1 wherein receiving a request to display a program guide is generated in response to tuning the client device to a channel associated with the program guide.

5. A method as recited in claim 1 wherein receiving a request to display a program guide is generated in response to tuning the client device to a virtual channel.

6. A method as recited in claim 1 wherein the program guide includes:

program schedule information; and

additional information targeted to a user of the client device.

7. A method as recited in claim 6 wherein the additional information is an advertisement.

8. A method as recited in claim 6 wherein the additional information is a video-on-demand promotion.

9. A method as recited in claim 1 wherein the program guide includes:

program schedule information; and

background information received via a broadcast signal.

10. A method as recited in claim 1 further comprising receiving a configuration file that defines operating parameters for the client device.

11. A method as recited in claim 1 wherein the client device is a set top box.

12. One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 1.

13. A method comprising:

receiving a request to display a program guide;

identifying program schedule information;

generating a program guide, wherein the program guide displays program schedule information in a scrolling manner;

detecting a user input; and

if the user input is related to the program guide, changing operation of the program guide to display program schedule information in an interactive manner.

14. A method as recited in claim 13 further comprising changing operation of the program guide to display program information in a scrolling manner after a predetermined time period without user input.

15. A method as recited in claim 13 wherein a portion of the program guide includes an advertisement associated with a viewer of the program guide.

16. A method as recited in claim 13 wherein a portion of the program guide includes a video preview associated with a viewer of the program guide.

17. A method as recited in claim 13 wherein the program guide is generated by a set top box.

18. A method as recited in claim 13 wherein a first portion of the program guide is generated by a set top box and a second portion of the program guide is received via a broadcast signal.

19. A method as recited in claim 13 wherein the program guide includes:

program schedule information generated by a set top box; and

additional information received via a broadcast signal.

20. A method as recited in claim 19 further comprising requesting the additional information based on data associated with the user of the set top box.

21. One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 13.

22. One or more computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to:

identify program schedule information;

identify information regarding a viewer;

select promotional content of interest to the viewer based on the information regarding the viewer; and

generate a scrolling program guide, wherein the scrolling program guide includes a first portion containing program schedule information and a second portion containing promotional content of interest to the viewer.

23. One or more computer-readable media as recited in claim 22 wherein the one or more processors further pause scrolling of the program guide in response to viewer input.

24. One or more computer-readable media as recited in claim 22 wherein the one or more processors further change an operating mode of the program guide to an interactive mode in response to viewer input.

25. An apparatus comprising:

a memory device;

a processor coupled to the memory device, wherein the processor is configured to receive program schedule information and to generate a scrolling program guide containing the program schedule information, and wherein the processor is further configured to communicate the scrolling program guide to a display device.

26. An apparatus as recited in claim 25 wherein the program schedule information is stored in the memory device.

27. An apparatus as recited in claim 25 wherein the program guide further contains additional information received via a broadcast channel.

28. An apparatus as recited in claim 25 wherein the processor is further configured to generate an interactive program guide containing the program schedule information in response to a user input.

29. An apparatus as recited in claim 25 wherein the apparatus is a set top box.